

**BUSINESS**

**SEMINARS**

**I N**

**MANAGEMENT**

**TUESDAY & WEDNESDAY  
MARCH 17 & 18, 1992**

**AND**

**TUESDAY & WEDNESDAY  
APRIL 21 & 22, 1992**

**DODGE CITY  
COMMUNITY COLLEGE  
STUDENT UNION**



**WESTERN PLAINS INSTITUTE**



# Western Plains Institute Seminars

Seminars are \$20 per person, per seminar, materials included.

Next to each seminar time is a letter. Please use these letters to indicate which seminars you wish to attend on the enrollment form.

For more information, phone WPI at (316) 227-9247.

## TUESDAY, MARCH 17, 1992

**A 9:00-Noon**  
**Effective Leadership Styles/Managing Effectively/Getting Results**

- Description of Seven Leadership Styles
- Self-Analysis Exercises
- Traits of a Leader
- Creative Problem Solving
- Maximizing Your Own Leadership Style
- Managing Different Types of People
- Leadership and Self-Esteem
- Positive Communication Styles
- Getting Results Through People

**B 1:00-4:00 p.m.**  
**The Effective Secretary/Office Employee-Motivation, Communication, Leadership**

- Understanding Various Motivational Levels
- Self-Esteem
- Positive Attitude Skills
- I Win-You Win Relationships
- Time Management for Effectiveness
- Problem Solving Skills
- Levels of Behavior
- Open Communication
- Self-Analysis Exercises
- Being Effective and Efficient

**C 6:30-9:30 p.m.**  
**Understanding People Behavior/Solving People Problems/Managing Difficult Situations**

- Understanding Four Types of Behavior
- Creative Thinking
- Three Steps to Change
- Positive Plan of Action
- Using Your Untapped Potential
- High Level Achievement
- Building Your Strengths
- Handling Criticism
- Overcoming Mistakes and Setbacks to Achieve

## WEDNESDAY, MARCH 18, 1992

**D 9:00-Noon**  
**Creative Problem Solving/Decision Making/Being a Leader**

- Steps to Effective Problem Solving
- Being More Creative
- Practical Application of Concepts
- Supervisor Skills
- Thinking Smarter
- Overcoming Mind Set
- Think Tank
- Steps in Decision Making
- Power of Positive Living
- Working Smarter

## TUESDAY, APRIL 21, 1992

**E 9:00-Noon**  
**Management & Motivation—Making Things Happen**

- Fear Motivation
- Achievement Motivation
- Self-Esteem
- Affirmation and Action Statements
- Types of Motivational Environment
- Motivation and Others
- Developing A Plan
- Incentive Motivation
- Self-Motivation Exercises
- Visualization and Mental Pep Talks
- Self-Motivation
- Achieving More

**F 1:00-4:00 p.m.**  
**Effective Customer Relations/Effective Human Relations/Building Success Attitudes**

- Developing Win-Win Relationships
- Stamp Collecting in Communication
- Transactions: Crossed, Complementary, Ulterior
- Communicating Effectively
- Games People Play
- Positive Stroking
- Rackets: Favorite Bad Feelings
- Winners and Non-winners
- Contracts for Change
- Understanding Four Styles of Behavior

**G 6:30-9:30 p.m.**  
**Increasing Sales/Creative Selling/Effective Customer Service**

- Sales Tips
- Creative Selling
- Effective Customer Relations
- Buying Signals and Motives
- Effective Presentations
- Overcoming Resistance
- Achievement Motivation in Selling
- Prospecting
- Networking Your Business
- Sales Follow-up
- Inducements to Buy
- Creating a Selling Plan
- Closing Sales

## WEDNESDAY, APRIL 22, 1992

**H 9:00-Noon**  
**Effective Goal Setting and Time Management**

- Examples of Goals
- Errors in Goal-Setting
- Sub Goals, Plan of Action
- Goal Setting Forms
- Prioritizing and Deadline Dates
- Being Effective
- Benefits of a Goals Program
- Goal Criteria
- Goal Setting Case Study
- Goal Setting Project
- Time Management Tips

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• Western Plains Institute Management Seminars •

Please enroll me in the following seminars:

☐A ☐B ☐C ☐D ☐E ☐F ☐G ☐H

Cost is just \$20 per person, per seminar.

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Make checks payable to WESTERN PLAINS INSTITUTE  
Mail enrollment to: WPI • P.O. Box 518 • Dodge City, KS 67801



***These WPI seminars will be presented by  
Phil Coleman of Salina, Kansas.***

- 1964 graduate of Goddard High School; member of the 1964 Class B State Basketball Champions.
- 1968 graduate of Kansas Wesleyan—Business Administration and Secondary Education.
- Master's Degree—Kansas State University in Educational Administration.
- All Conference and All American Honors in basketball and baseball while at Kansas Wesleyan.
- Has presented personal and organizational growth programs to more than 500,000 people during the past sixteen years.
- In demand as a convention, banquet and graduation speaker in the areas of motivation and personal growth.
- Conducts sales clinics, management clinics and public speaking clinics throughout the Midwest.
- Selected to Outstanding Young Men of America and has held offices in numerous civic organizations.
- Member of the First Church of the Nazarene in Salina, Kansas.
- Married and has four children, wife-Barbara children-Jeff, Jamie, Jenny, Jessica.
- Has authored two books: *Selling Is Surviving-Creating New Sales* and *Public Speaking: The Bulldog Attacking The Cat*.
- Has authored an eight session cassette program in the areas of personal growth and a motivational video cassette program. Phil is developing more cassettes in the areas of selling and public speaking.
- Has taught 10 years at the high school and college levels in the areas of self-improvement.

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